

# Fresh&Co.

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Fresh&Co, "inovativna voćna fabrika", osnovana je 1996. kao rezultat praćenja savremenog načina življenja i potreba potrošača. Osnovni fokus kompanije je voće i autentični proizvodi od voća.

Tokom godina asortiman Fresh&Co-a je značajno proširen, i sačinjen je od 4 osnovne grupe proizvoda unutar kojih postoje različiti tipovi pakovanja pogodni za konzumaciju u svim prilikama:

- NFC (nisu pravljeni od koncentrata) sokovi,
- 100% voćni sokovi,
- Voćni nektari, i
- Voćni drinkovi.

Primenjujući najsavremeniju tehnologiju i proizvodnju po najvišim svetskim standardima, fresh&Co zadovoljava najviše međunarodne standarde u proizvodnji hrane. Materijalni dokaz kvaliteta su i međunarodni standardi kvaliteta ISO 9001-2000, sertifikat za kvalitet proizvodnje i ISO 14001 sertifikat za zaštitu okoline. Fresh&Co je takođe sertifikovan i po HACCP-u koji potvrđuje primenu najviših međunarodnih standarda u proizvodnji hrane.

Mnoga međunarodna priznanja potvrđuju superioran kvalitet neXt sokova. Najznačajnija su: SHINE AWARD za najbolji dizajn staklene boce u svetu, EUROMARKET AWARD priznanje za najperspektivniju kompaniju i superioran kvalitet u sektoru poljoprivrede u jugoistočnoj Evropi i World Juice Innovation Award za najbolji novi voćni sok u 2004.

Fresh&Co., the innovative fruit factory, was established in 1996 as a result of monitoring modern life style and consumers' requirements. The company has focused its attention on fruit and genuine fruit products.

Over years, fresh&Co.'s range of products has expanded significantly and now it includes 4 main product groups available in variation of packaging suitable for all occasions:

- NFC (not from concentrate) juices,
- 100% fruit juices,
- fruit nectars, and
- fruit drinks.

Using the latest technology and applying precise quality control, Fresh&Co. strives to meet the highest international food industry standards. This quality has been internationally recognized with an ISO 9001-2000 certificate for quality in production and an ISO 14001 certificate for environmental protection. Fresh&Co. is also HACCP certified, confirming implementation of the highest international food industry standards.

Furthermore, many international awards confirmed the superior quality of neXt juices. Most important ones are: SHINE AWARD for the best glass bottle design in the world, EUROMARKET AWARD as the most promising and superior quality Agribusiness Company in South East Europe and the World Juice Innovation Award for Best New Juice Product 2004.

